

<i>SERFF Tracking Number:</i>	<i>GRAX-125750833</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Great American Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>39770</i>
<i>Company Tracking Number:</i>	<i>P1064707NW</i>		
<i>TOI:</i>	<i>A03I Individual Annuities - Deferred Variable</i>	<i>Sub-TOI:</i>	<i>A03I.003 Single Premium</i>
<i>Product Name:</i>	<i>Annuity Individual Fixed</i>		
<i>Project Name/Number:</i>	<i>Annuity Individual Fixed/P1064707NW</i>		

Filing at a Glance

Company: Great American Life Insurance Company

Product Name: Annuity Individual Fixed

SERFF Tr Num: GRAX-125750833 State: ArkansasLH

TOI: A03I Individual Annuities - Deferred
Variable

SERFF Status: Closed

State Tr Num: 39770

Sub-TOI: A03I.003 Single Premium

Co Tr Num: P1064707NW

State Status: Approved-Closed

Filing Type: Form

Co Status:

Reviewer(s): Linda Bird

Author: SPI

Disposition Date: 08/01/2008

GreatAmericanFinancialRes

Date Submitted: 07/28/2008

Disposition Status: Approved

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Annuity Individual Fixed

Status of Filing in Domicile: Pending

Project Number: P1064707NW

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type:

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/01/2008

State Status Changed: 08/01/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

The purpose of this letter is to notify your Department of Great American Life Insurance Company's intention to replace the Contract Specifications page (page # 4) of contract form P1064707NW, with the Insert Pages referenced above. Contract form P1064707NW was previously approved by your Department on 08/21/2007, under File No.: 36648. This submission does not contain any provisions, conditions, or concepts that are uncommon, unusual or possibly controversial from the standpoint of normal company or industry standards.

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The Contract Specifications pages are being revised to add an "Initial Interest Rate For Initial Purchase Payment" and "Beneficiary Designation As Of Contract Effective Date" section, and to also add clarifying language to the "Waiver Base Rate" section.

Please be advised, for the "Initial Interest Rate For Initial Purchase Payment" section, we will insert the current interest rate that will be credited to the initial Purchase payment received. Please accept this information in lieu of an Explanation of Variables document.

Company and Contact

Filing Contact Information

Stephen Essman, Compliance Specialist	sessman@gafri.com
P. O. Box 5420	(513) 412-2731 [Phone]
Cincinnati, OH 45201-5420	(513) 412-1470[FAX]

Filing Company Information

Great American Life Insurance Company	CoCode: 63312	State of Domicile: Ohio
P. O. Box 5420	Group Code: 84	Company Type:
Cincinnati, OH 45201-5420	Group Name: Great American	State ID Number:
	Financial Resources, Inc.	
(800) 854-3649 ext. [Phone]	FEIN Number: 13-1935920	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	Yes
Fee Explanation:	
Per Company:	No

SERFF Tracking Number: GRAX-125750833 *State:* Arkansas
Filing Company: Great American Life Insurance Company *State Tracking Number:* 39770
Company Tracking Number: P1064707NW
TOI: A03I Individual Annuities - Deferred Variable *Sub-TOI:* A03I.003 Single Premium
Product Name: Annuity Individual Fixed
Project Name/Number: Annuity Individual Fixed/P1064707NW

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great American Life Insurance Company	\$50.00	07/28/2008	21632423

<i>SERFF Tracking Number:</i>	<i>GRAX-125750833</i>	<i>State:</i>	<i>Arkansas</i>
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Linda Bird	08/01/2008	08/01/2008

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<i>Project Name/Number:</i>	<i>Annuity Individual Fixed/P1064707NW</i>		

Disposition

Disposition Date: 08/01/2008

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>GRAX-125750833</i>	<i>State:</i>	<i>Arkansas</i>
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Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Cover Letter		Yes
Form	Individual Deferred Annuity Contract - Insert Pages 4 & 4a		Yes

SERFF Tracking Number: GRAX-125750833 State: Arkansas

Filing Company: Great American Life Insurance Company State Tracking Number: 39770

Company Tracking Number: P1064707NW

TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.003 Single Premium

Product Name: Annuity Individual Fixed

Project Name/Number: Annuity Individual Fixed/P1064707NW

Form Schedule

Lead Form Number: P1064707NW

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	P1064707NW	Certificate	Individual Deferred Annuity Contract - t, Insert Page, Endorsement or Rider	Initial		0	P1064707NW .PDF

CONTRACT SPECIFICATIONS

OWNER: [JOHN DOE]

AGE OF OWNER AS OF CONTRACT EFFECTIVE DATE: [35]

[JOINT OWNER:] [N/A]

[AGE OF JOINT OWNER AS OF CONTRACT EFFECTIVE DATE:] [N/A]

ANNUITANT: [JOHN DOE]

[AGE OF ANNUITANT AS OF CONTRACT EFFECTIVE DATE:] [35]

CONTRACT NUMBER: [000000000]

TAX QUALIFIED CONTRACT: [YES—SEE QUALIFICATION ENDORSEMENT] [NO]

CONTRACT EFFECTIVE DATE: [JUNE 01, 2006]

ANNUITY COMMENCEMENT DATE: [JUNE 01, 2041]

AMOUNT OF INITIAL PURCHASE PAYMENT: [\$20,000]

PURCHASE PAYMENT BONUS: [1.00%]

INITIAL INTEREST RATE FOR INITIAL PURCHASE PAYMENT: [4.0%]

GUARANTEED INTEREST RATE: [3.00%]

WAIVER BASE RATE: [FOR THE INITIAL PURCHASE PAYMENT, THE WAIVER BASE RATE IS]
[4.0%; FOR EACH SUBSEQUENT PURCHASE PAYMENT, THE WAIVER]
[BASE RATE IS EQUAL TO THE INITIAL INTEREST RATE CREDITED TO
][THAT PURCHASE PAYMENT.]

ACCOUNT VALUE PAYMENT PERIOD: [5] years

SURRENDER CHARGE RATES:

Contract Year:	1	2	3	4	5	6+
Surrender Charge Rate:	7%	7%	7%	6%	5%	0%

[BENEFICIARY DESIGNATIONS AS OF CONTRACT EFFECTIVE DATE:

Primary:	Contingent:
[NONE] [JANE DOE, spouse] [50% JIMMY DOE, son] [50% JUNE DOE, daughter]	[NONE] [50% JIMMY DOE, son] [50% JUNE DOE, daughter]

Beneficiary designations are subject to Contract rules, and the rights of a Joint Owner, if any.]

INQUIRIES: For information, or to make a complaint, call or write:

Policyowner Service Department
Great American Life Insurance Company
P.O. Box 5420
Cincinnati, Ohio 45201-5420
(800) 854-3649

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Rate Information

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Supporting Document Schedules

Review Status:

Bypassed -Name: Certification/Notice 07/28/2008
Bypass Reason: Not applicable - Insert Page Filing.
Comments:

Review Status:

Bypassed -Name: Application 07/28/2008
Bypass Reason: Not applicable - Insert Page Filing
Comments:

Review Status:

Bypassed -Name: Life & Annuity - Acturial Memo 07/28/2008
Bypass Reason: Not applicable - Insert Page Filing
Comments:

Review Status:

Satisfied -Name: Cover Letter 07/28/2008
Comments:
Attachment:
Cover Letter.PDF



LIFE INSURANCE COMPANY

Administrative Mailing Address: P.O. Box 5420, Cincinnati, Ohio 45201-5420

July 28, 2008

NAIC No. 0084-63312
FEIN No. 13-1935920

Insurance Commissioner Julie Benafield Bowman
Compliance - Life and Health
Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

RE: Request For Approval - Great American Life Insurance Company
P1064707NW Individual Deferred Annuity Contract - Insert Pages 4 & 4a

Dear Insurance Commissioner Benafield Bowman:

The purpose of this letter is to notify your Department of Great American Life Insurance Company's intention to replace the Contract Specifications page (page # 4) of contract form P1064707NW, with the Insert Pages referenced above. Contract form P1064707NW was previously approved by your Department on 08/21/2007, under File No.: 36648. This submission does not contain any provisions, conditions, or concepts that are uncommon, unusual or possibly controversial from the standpoint of normal company or industry standards.

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Please be advised, for the "Initial Interest Rate For Initial Purchase Payment" section, we will insert the current interest rate that will be credited to the initial Purchase payment received. Please accept this information in lieu of an Explanation of Variables document.

With this information, I look forward to receiving a favorable response to this filing.

If you have any questions or require additional information regarding this submission, please feel free to contact me at either of the phone numbers indicated below or via e-mail at sessman@gafri.com.

Sincerely,

Stephen E. Essman, ACS, AIAA, AIRC
Compliance Specialist

STEPHEN E. ESSMAN, ACS, AIAA, AIRC , COMPLIANCE SPECIALIST
(800) 854-3649 (TOLL FREE - EXT. 12731)
(513) 412-2731 (DIRECT DIAL) * (513) 412-1470 FAX